

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)**

ROMANIA

Romania Secondary Education Project

Loan Agreement No 8481-RO

Assignment Title: Campaigns to raise students and teachers awareness. Communication campaigns for project activities (design and implementation)

Reference No.: C 1.2/7 & C 3/7

The *Government of Romania (GoR)* has received financing from the World Bank toward the cost of the *Romania Secondary Education Project*, and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include *design and implementation of the campaigns to raise students and teacher’s awareness and of the communication campaigns for project activities* for the entire period of the project (2019-2022).

The *Ministry of National Education - Unit for the Management of Externally Financed Projects* now invites eligible consultants (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

- Demonstrate 5 years of experience in carrying out public relations/communication assignments involving multiple stakeholders groups distributed throughout the country;
- Demonstrate 5 years of experience in carrying out communication/awareness raising campaigns;
- Proven experience of working with public authorities;
- Proven experience in developing and implementing communication/awareness-raising campaigns focused on the education sector, social inclusion, non-discrimination will be considered an advantage.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s “*Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits and Grants by World Bank Borrowers*” dated *January 2011* (revised *July 2014*) (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a subconsultancy to enhance their qualifications.

A Consultant will be selected in accordance with the **Quality Based Selection (QBS)** method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours **8:00 A.M. – 4:00 P.M.**

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **April 5th 2019, 4:00 P.M.**

Ministry of National Education – Unit for the Management of Externally Financed Projects

Attn: Costel BIRSAN – Procurement Specialist

12 Spiru Haret Street, 2nd floor, room 1

Postal code: 010176, Sector 1, Bucharest, Romania

Tel: +40 21 305 59 98

Fax: + 40 21 305 59 90

E-mail: *costel.birsan@pmu.ro*